

Appln. No.: 09/626,954  
Amdt. Dated September 29, 2005  
Reply to Office Action dated July 5, 2005

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims**

1. (Currently Amended) A method of operating a postage metering system for printing a postage indicium subsidized by a mail campaign sender for use with a business reply mail piece, the method comprising the step(s) of:
  - transmitting a registration ID number, provided by the mail campaign sender to a user, from the postage metering system to a data center, the registration ID number being associated with a delivery address previously defined by the mail campaign sender; and disclosed in human readable form to the user of the postage metering system;
  - receiving postage indicium information at the postage metering system from the data center, the postage indicium information generated using the registration ID number and including data relating to the delivery address; and
  - printing the postage indicium on the business reply mail piece at the postage metering system using the postage indicium information.
2. (Previously Presented) The method of claim 1, further comprising the step(s) of:
  - printing the delivery address on the business reply mail piece at the postage metering system, where the delivery address has been selected, by the data center from a plurality of delivery addresses previously defined by the mail campaign sender, according to parameters associated with the user of the postage metering system that were previously established by the mail campaign sender.
3. (Previously Presented) The method of claim 2, further comprising the step(s) of:
  - receiving a subsidy provided by the data center to the user of the postage metering system for mailing the business reply mail piece.

Appl. No.: 09/626,954  
Amdt. Dated September 29, 2005  
Reply to Office Action dated July 5, 2005

4. (Currently Amended) A method of operating a data center for generating postage indicium information for use with printing a postage indicium on a business reply mail piece, the method comprising the step(s) of:

- receiving a delivery address from a mail campaign sender corresponding to a mail campaign of which the business reply mail piece is a part;
- generating a registration ID number corresponding to the delivery address;
- providing the registration ID number to the mail campaign sender;
- establishing a transaction session with a postage metering system;
- receiving the registration ID number from the postage metering system, where the registration ID number and delivery address in human readable form were was previously provided by the mail campaign sender to a user of the postage metering system;
- generating the postage indicium information using the registration ID number and data relating to the delivery address; and
- transmitting the postage indicium information to the postage metering system for use in printing the postage indicium on the business reply mail piece.

5. (Original) The method of claim 4, further comprising the step(s) of:

- performing address hygiene on the delivery address; and
- transmitting a hygiened address to the sender.

6. (Previously Presented) The method of claim 5, further comprising the step(s) of:

- providing a subsidy to the user for mailing the business reply mail piece; and
- charging the subsidy to the mail campaign sender.

7. (Previously Presented) The method of claim 6, further comprising the step(s) of:

- receiving an expiration date from the mail campaign sender beyond which the business reply mail piece is no longer wanted by the mail campaign sender that is associated with the registration ID number; and
- providing a warning to the user if the user contacts the data center after the expiration date attempting to obtain postage for the business reply mail piece.

Appln. No.: 09/626,954  
Amdt. Dated September 29, 2005  
Reply to Office Action dated July 5, 2005

8. (Previously Presented) The method of claim 4, further comprising the step(s) of:  
receiving an expiration date from the mail campaign sender beyond which the business reply mail piece is no longer wanted by the mail campaign sender that is associated with the registration ID number; and  
providing a warning to the user if the user contacts the data center after the expiration date attempting to obtain postage for the business reply mail piece.
9. (Currently Amended) A method of operating a business reply mail processing system by a mail campaign sender, the method comprising the step(s) of:  
providing a delivery address, associated with a particular mail campaign which includes a business reply mail piece, to a data center;  
receiving from the data center a registration ID number associated with the delivery address; and  
supplying the registration ID number, and the business reply mail piece and delivery address in human readable form to a user of a postage metering system, where the registration ID number is used by the user to print a postal indicium on the business reply mail piece including data relating to the delivery address.
10. (Previously Presented) The method of claim 9, further comprising the step(s) of:  
receiving from the data center a new hygiened address representing a version of the delivery address prior to supplying the registration ID number and the business reply mail piece to the user, where the new hygiened address is to be used as the delivery address.
11. (Original) The method of claim 10, further comprising the step(s) of:  
printing the registration ID number on the business reply mail piece.
12. (Previously Amended) The method of claim 11, further comprising the step(s) of:  
authorizing the data center to provide a subsidy to the user for mailing the business reply mail piece; and  
authorizing the data center to charge the subsidy to the mail campaign sender.

Appln. No.: 09/626,954  
Amdt. Dated September 29, 2005  
Reply to Office Action dated July 5, 2005

13. (Previously Presented) The method of claim 12, further comprising the step(s) of:  
providing the data center with an expiration date beyond which the business reply mail piece is no longer wanted by the mail campaign sender that is associated with the registration ID number; and  
authorizing the data center to warn the user if the user contacts the data center after the expiration date attempting to obtain postage for the business reply mail piece.
14. (Previously Presented) The method of claim 9, further comprising the step(s) of:  
providing the data center with an expiration date beyond which the business reply mail piece is no longer wanted by the mail campaign sender that is associated with the registration ID number; and  
authorizing the data center to warn the user if the user contacts the data center after the expiration date attempting to obtain postage for the business reply mail piece.
15. (Currently Amended) A memory device in operative communication with a computing system, the memory device comprising:  
a plurality of mail campaign sender accounts associated with respective mail campaign senders, where each of the plurality of mail campaign sender accounts includes a registration ID number associated with a delivery address and a particular mail campaign of which a business reply mail piece is a part, respectively, and where said registration ID number is used to generate a postage indicium, and where said postage indicium and delivery address in human readable form are provided to a user of a postage metering system.
16. (Previously Presented) The memory device of claim 15, wherein:  
at least one of the plurality of mail campaign sender accounts further includes an indication associated with the registration ID number to determine whether or not the respective mail campaign sender authorizes a subsidy to a user for mailing the business reply mail piece.
17. (Previously Presented) The memory device of claim 16, wherein:

Appln. No.: 09/626,954  
Amdt. Dated September 29, 2005  
Reply to Office Action dated July 5, 2005

at least one of the plurality of mail campaign sender accounts further includes an expiration date, beyond which the business reply mail piece is no longer wanted by the mail campaign sender, associated with the registration ID number to determine whether or not to provide a warning to the user.

18. (Previously Presented) The memory device of claim 15, wherein:

at least one of the plurality of mail campaign sender accounts further includes an expiration date, beyond which the business reply mail piece is no longer wanted by the mail campaign sender, associated with the registration ID number to determine whether or not to provide a warning to the user.

19. (Cancelled)

20. (Cancelled)

21. (Previously Presented) The method of claim 3, further comprising the step(s) of:

receiving the subsidy only if the business reply mail piece is posted within a specified time period defined by the mail campaign sender.

22. (Previously Presented) The method of claim 1, further comprising the step(s) of:

receiving a subsidy provided by the data center to the user of the postage metering system for mailing the business reply mail piece.

23. (Previously Presented) The method of claim 22, further comprising the step(s) of:

receiving the subsidy only if the business reply mail piece is posted within a specified time period defined by the mail campaign sender.

24. (Previously Presented) The method of claim 1, further comprising the step(s) of:

displaying a warning to the user if the user contacts the data center after an expiration date, defined by the mail campaign sender and beyond which the business reply mail piece is no longer wanted by the mail campaign sender, attempting to obtain postage

Appln. No.: 09/626,954  
Amdt. Dated September 29, 2005  
Reply to Office Action dated July 5, 2005

for the business reply mail piece, where the expiration date is associated with the registration ID number.

25. (Previously Presented) The method of claim 4, further comprising the step(s) of:  
providing a subsidy to the user for mailing the business reply mail piece; and  
charging the subsidy to the mail campaign sender.
26. (Previously Presented) The method of claim 25, further comprising the step(s) of:  
providing the subsidy only if the business reply mail piece is posted within a specified  
time period defined by the mail campaign sender.
27. (Cancelled)
28. (Previously Presented) The method of claim 4, further comprising the step(s) of:  
storing a plurality of delivery addresses previously defined by the mail campaign sender;  
and  
selecting the delivery address for the business reply mail piece from the plurality of  
delivery addresses according to parameters, previously established by the mail  
campaign sender, associated with the user of the postage metering system.
29. (Previously Presented) The method of claim 6, further comprising the step(s) of:  
storing a plurality of delivery addresses previously defined by the mail campaign sender;  
and  
selecting the delivery address for the business reply mail piece from the plurality of  
delivery addresses according to parameters, previously established by the mail  
campaign sender, associated with the user of the postage metering system.
30. (Previously Presented) The method of claim 4, further comprising the step(s) of:  
providing a notification to the mail campaign sender when business reply mail piece is  
posted by the user.

Appln. No.: 09/626,954  
Amdt. Dated September 29, 2005  
Reply to Office Action dated July 5, 2005

31. (Previously Presented) The method of claim 6, further comprising the step(s) of:  
providing a notification to the mail campaign sender when the business reply mail piece  
is posted by the user.
32. (Previously Presented) The method of claim 12, further comprising the step(s) of:  
specifying a time period in which the business reply mail piece must be posted to receive  
the subsidy; and  
authorizing the data center to charge the subsidy to the mail campaign sender only if the  
business reply mail piece is posted within the specified time period.
33. (Previously Presented) The method of claim 9, further comprising the step(s) of:  
specifying an expiration date beyond which the business reply mail piece is no longer  
wanted by the mail campaign sender; and  
authorizing the data center to provide a warning to the user if the user contacts the data  
center after the expiration date attempting to obtain postage for the business reply  
mail piece.
34. (Previously Presented) The method of claim 9, further comprising the step(s) of:  
defining a plurality of delivery addresses; and  
establishing parameters for use in determining a selected one of the plurality of delivery  
address to use as the delivery address on the business reply mail piece, where the  
parameters are associated with the user of the postage metering system.
35. (Previously Presented) The memory device of claim 15, wherein:  
some of the plurality of mail campaign sender accounts further include an expiration date  
beyond which the business reply mail piece is no longer wanted by the mail  
campaign sender.
36. (Previously Presented) The memory device of claim 15, wherein:  
some of the plurality of mail campaign sender accounts further include: (i) a plurality of  
delivery addresses; and (ii) parameters for use in determining a selected one of the

Appln. No.: 09/626,954  
Amdt. Dated September 29, 2005  
Reply to Office Action dated July 5, 2005

plurality of delivery address to use as the delivery address on the business reply mail piece, where the parameters are associated with the user of the postage metering system.

37. (Previously Presented) The memory device of claim 17, wherein:  
some of the plurality of mail campaign sender accounts further include an expiration date beyond which the business reply mail piece is no longer wanted by the mail campaign sender.
38. (Previously Present) The memory device of claim 17, wherein:  
some of the plurality of mail campaign sender accounts further include: (i) a plurality of delivery addresses; and (ii) parameters for use in determining a selected one of the plurality of delivery address to use as the delivery address on the business reply mail piece, where the parameters are associated with the user of the postage metering system.
39. (Previously Presented) The method of claim 4, further comprising the step(s) of:  
sending a message to the mail campaign sender indicating that the user has dispatched the business reply mail piece.
40. (Previously Presented) The method of claim 7, further comprising the step(s) of:  
sending a message to the mail campaign sender indicating that the user has dispatched the business reply mail piece.
41. (Previously Presented) The method of claim 26, further comprising the step(s) of:  
sending a message to the mail campaign sender indicating that the user has dispatched the business reply mail piece.
42. (Previously Presented) The method of claim 9, further comprising the step(s) of:  
receiving a message from the data center indicating that the user has dispatched the business reply mail piece.



Appln. No.: 09/626,954  
 Amdt. Dated September 29, 2005  
 Reply to Office Action dated July 5, 2005

43. (Previously Presented) The method of claim 14, further comprising the step(s) of:  
 receiving a message from the data center indicating that the user has dispatched the  
 business reply mail piece.
44. (Previously Presented) The method of claim 33, further comprising the step(s) of:  
 receiving a message from the data center indicating that the user has dispatched the  
 business reply mail piece.